

ABSTRACT

SENTIMENT ANALYSIS OF eSAF HONDA FRAME ON X SOCIAL MEDIA USING SUPPORT VECTOR MACHINE ALGORITHM

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20103023

Honda's eSAF frame has become a controversy and discussion among Indonesian internet users, especially on X. The number of Honda motorcycle sales before the emergence of the Honda eSAF frame issue in the 1st and 2nd quarters of 2023 was 2,421,000 units, and the number of sales after the emergence of the Honda eSAF frame issue in the 3rd and 4th quarters was 2,297,000. This research aims to analyze public sentiment regarding the Honda eSAF frame in X using the Support Vector Machine (SVM) algorithm. The goal is to conduct sentiment analysis to identify the relationship between Honda motorcycle sales and public opinion on X social media. Data was collected through crawling X and underwent preprocessing stages of case folding, cleansing, tokenizing, stopword removal, and stemming, to prepare the data for analysis. Sentiment labeling was done using InSet Lexicon and manual labeling. The analysis revealed that 67.9% of the data expressed negative sentiments towards the Honda eSAF frame, while 32.1% showed positive sentiments. The Support Vector Machine algorithm achieved 75% accuracy, with 74% precision, 95% recall, and 84% F1-Score. These results show that the SVM algorithm is accurate in classifying sentiment from X data regarding Honda's eSAF frame. The results of this study are expected to provide insight for Honda to make product improvements in the future.

Keywords: *Honda eSAF Frame, Sentiment Analysis, SVM*